The decency movement closes in on TV
RAB's massive dose of radio salesmanship

Broadcasting Feb 9

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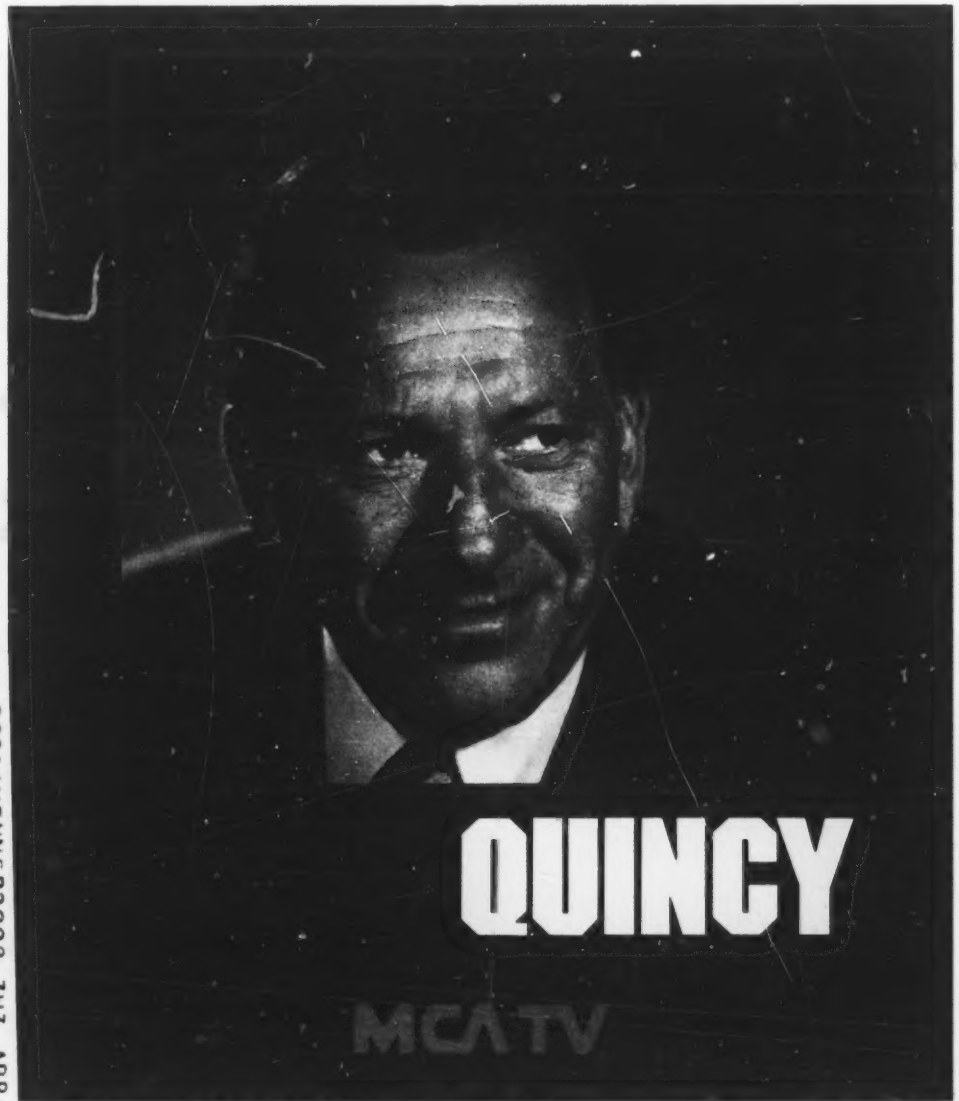

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The First 50 Years Of Broadcasting

1947

□

PAGE 87

The Week in Brief

TOP OF THE WEEK

THE WORD: CLEAN UP ☐ Coalition for Better TV initiates national campaign to eliminate offensive sex and gratuitous violence from programing. Monitoring and sponsor boycotts are planned. **PAGE 27.** Here's look at Rev. Donald Wildmon, force behind CBTV. **PAGE 28.** Falwell defends coalition's motives. **PAGE 29.**

DIGITAL TV CLOSER ☐ Demonstrations at San Francisco SMPTE meeting are culmination of year's work by groups working on standards. **PAGE 30.**

PBS'S GRAND ALLIANCE ☐ Board to get plan for Public Subscriber Network, joint project of cultural institutions and public television. It would establish pay network via various technologies and envisions paid commercials. **PAGE 31.**

INFOTEL '81 ☐ Washington conference draws line-up of Hill, FCC and industry spokespersons who analyze growing competition in telecommunications. **PAGE 32.**

SPECIAL REPORT

'RADIO RED HOT . . .' ☐ ". . . because it works" was slogan that RAB proves at its first sales conference in Dallas-Fort Worth. **PAGE 36.** Miles David unveils survey of advertiser and agency attitudes that give radio high marks. **PAGE 38.** Keynoter Sam Cook Digges calls for RAB to adopt aggressive sales posture. **PAGE 38.** Agencyman Trout likens marketplace to battlefield. **PAGE 42.** Sales department organization is keyed to professional personnel and streamlined accounting methods, panelists say. **PAGE 42.** Top network and rep executives underscore cheap rates as part of past. **PAGE 43.** Other RAB how-to sessions analyze marketing of different formats, maximum utilization of ratings, training sales staffs, procedures for sales meetings, establishment of sales goals and successful ways to attain them, recruitment of radio sales people, and problems and profits of co-op advertising. **PAGES 43-55.**

JOURNALISM

CHANGING TIMES AT CBS NEWS ☐ With March 6 and 9 set for baton exchange between Cronkite and Rather, there's speculation about other changes. **PAGE 56.**

LAW & REGULATION

STILL UNCONVINCED ☐ In second round of filings on DBS, broadcasters are not persuaded by Comsat arguments that interim service should be authorized prior to 1983 RARC. **PAGE 62.**

BUSINESS

OFF THE ROPES ☐ Network TV sales that faltered badly in late December and early January regain strength with virtual sellout of prime time in first quarter. **PAGE 71.**

MEDIA

CABLE WINDS NEAR CHICAGO ☐ Subject to individual city council actions, 12 suburban communities lean towards Canadian MSO Cablenet, six favor Warner Amex and two remain uncommited. **PAGE 74.**

KEEP AT&T OFF GRASS ☐ Wheeler tells Justice that NCTA is upset over proposed settlement of antitrust suit that could bring Telco competition to cable. **PAGE 74.**

PROGRAMING

STEP TWO FOR ABC ☐ Network follows its Alpha cable programing project with announcement of joint venture with Hearst for Beta channel offering specialized services aimed at women. **PAGE 79.**

TECHNOLOGY

BEST OF BOTH WORLDS ☐ U.S. delegates are satisfied now that both 9 khz plans will be analyzed at April Geneva meeting that will do groundwork on channel-spacing considerations in Brazil next fall. **PAGE 82.**

1947

THE 'BROADCASTING' YEARS ☐ Postwar proliferation of radio stations caused FCC to fear that mass failures were imminent. In turn, many broadcasters feared this meant any foray into territories beyond the commission's jurisdiction. But radio continued to prosper in 1947, while undergoing changes in programing at network and local levels. **PAGE 87.**

PROFILE

STRATEGIST IN THE SKY ☐ Southern Satellite Systems' original purpose was to put Ted Turner's Atlanta TV on cable via satellite. But since Ed Taylor took over SSS in 1975, it has expanded in diverse ways into programing, station ownership and other common-carrier services. **PAGE 113.**

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Columbia and Eller tie the knot

Announcement puts him at head of new media division; Columbia buys his subway ad company

Columbia Pictures Industries last week made official its appointment of Karl Eller to head a newly formed media division to be called Columbia Pictures Communications. Eller, who'll continue to operate out of Phoenix, where his Eller Media Inc. was based, will have the title of president of the new Columbia unit. In joining Columbia, Eller has sold his company to Columbia for an undisclosed sum; its principal asset is New York Subways Advertising Co.

News that the motion picture company and Eller were close to an agreement surfaced back in January, with many of the details confirmed by Columbia president Francis T. Vincent Jr. at the company's annual meeting (BROADCASTING, Jan. 19). At the time, it was noted that negotiations between the two parties were contingent upon finalization of the split of a previous joint venture in which Eller was involved with Charter Oil. Charter separately released some details of those agreements last week.

According to Charter, Eller leaves the short-lived joint venture, Charter Media, with the transit advertising firm, which Charter values at $10 million (the price Charter Media paid for the property last year). Charter further said it has renegotiated the purchase of the *Philadelphia Bulletin*, which the joint venture had also acquired, substituting a new security package for the $29 million in notes that was part of a $31-million purchase price. The new deal will reduce the overall cost of the *Bulletin* to $18.5 million.

Columbia's Vincent said: "With the formation of Columbia Pictures Communications, we are implementing our intention to operate and expand aggressively in the communications field." In addition to the New York Subways firm, the division will

Play Back

Return to the scene. NBC Radio's "The Source," its young adult network, has revived "Screen Scenes," life style segment focusing on movies and movie personalities. Feature was discontinued last September and resumed this month with new host, Laura Davis. One-minute feed is sent six times each week.

□

Bouncing back. New version of *Your Hit Parade*, popular radio show of '30s and '40s, is being offered by Radio Arts Inc. of Burbank, Calif. One-hour re-creation will be hosted by program's original announcer, Andre Baruch, and featured singer Bea Wain. Program will spotlight top hits of big band era, while including 12 minutes of commercials and five minutes of news.

□

APR's WKRR. Associated Press Radio has announced signing of 800th affiliate, WKRP(AM) Dallas, Ga., country music station that shares call letters with fictitious CBS Entertainment FM, *WKRP in Cincinnati*.

□

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist:* (1) *The Tide Is High* by Blondie on Chrysalis; (2) *Nine To Five* by Dolly Parton on RCA; (3) *Celebration* by Kool & The Gang; (4) *I Love a Rainy Night* by Eddie Rabbitt on Elektra; (5) *Hey Nineteen* by Steely Dan on MCA. The top five in **country radio airplay:** (1) *I Feel Like Loving You Again* by T.G. Sheppard on Warner Bros.; (2) *Who's Cheatin' Who* by Charly McClain on Epic; (3) *Nine To Five* by Dolly Parton on RCA; (4) *Southern Rains* by Mel Tillis on Elektra; (5) *I'll Be There* by Gail Davies on Warner Bros.

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PRO radio

Ratings Roundup

With CBS-TV the consistent prime-time leader, the ratings news these days is not so much who's on first but who's on third. For four out of the past five weeks (including the period ended Feb. 1), ABC-TV has been slipping into the basement as NBC-TV makes its run for a steady second.

From Jan. 26 through Feb. 1, CBS continued on top with a 21.0 rating and a 32 share to NBC's 19.3/30 and ABC's 17.5/27.

A crucial ratings blow came to ABC on Wednesday when an updated special report, *The Secret Negotiations*, brought only a 12.9/20 for all of prime time. A week earlier, in its original play, the special had done considerably better for *20/20* and late-night *Nightline*. ABC's ratings loss apparently was NBC's gain. While its Wednesday lineup is a network strong point, it was even more so that week when the evening brought a 25.9/40 including all-time share highs for *Diff'rent Strokes* (29.4/43) and *Facts of Life* (27.4/41).

Across the nights, long-form served NBC better than ABC. NBC, for example, scored 30-or-above shares with *TV Guide: 1980 The Year in Television* (20.1/31), and the movie, "Joe Dancer" (20.0/31), while ABC suffered with its news special and *American Music Awards* (14.4/22). The same Sunday night that NBC's two-hour movie, "Gauntlet," brought a 20.5/30, ABC's three-hour *Whale for the Killing* scored a 19.1/27.

ABC also was hurt in its Tuesday lineup (beginning with *Happy Days* and ending with *Hart to Hart*) when CBS scheduled a three-hour *Bunker* special on Adolf Hitler. For the night, ABC earned a 19.5/29 and CBS a 23.4/35 (NBC trailed at 18.1/27).

The First 20

1	*Dallas*	CBS	34.8/55
2	*60 Minutes*	CBS	30.7/45
3	*Diff'rent Strokes*	NBC	29.4/43
4	*Facts of Life*	NBC	27.4/41
5	*Dukes of Hazzard*	CBS	26.5/41
6	*Little House on the Prairie*	NBC	25.5/36
7	*M*A*S*H*	CBS	25.3/35
8	*Love Boat*	ABC	24.8/39
9	*Quincy, M.E.*	NBC	24.7/41
10	*Real People*	NBC	24.6/37
11	*Alice*	CBS	24.5/34
12	*The Jeffersons*	CBS	23.9/34
13	*The Bunker* (made-for-TV movie)	CBS	23.4/35
14	*Archie Bunker's Place*	CBS	22.7/33
15	*One Day At A Time*	CBS	22.6/32
16	*Magnum, P.I.*	CBS	21.8/32
17	*CHiPs*	NBC	21.6/31
18	*Enos*	CBS	21.3/32
19	*Trapper John, M.D.*	CBS	21.0/32
20	*House Calls*	CBS	20.9/30
20	*Happy Days*	ABC	20.9/30

The Final Five

63	*Nero Wolfe*	NBC	14.2/22
64	*ABC News: The Secret Negotiations*	ABC	12.9/20
65	*Those Amazing Animals*	ABC	11.8/17
66	*CBS Reports: The Toyota Invasion*	CBS	10.3/17
67	*NBC Magazine*	NBC	9.5/15

principals. Forward also owns 5 AM's 6 FM's and 6 TV's (see "Changing Hands", Nov. 24, 1980). Buyer: D. Raven (55%) and Manson Insurance Company (45%). Manson is owned by David R. Scholfield (50%) and his brother Charles (50%). Raven has been president of WIFC since 1976 and president of WSAU since 1975. Scholfields are Wausau businessmen and have no other broadcast interests. Ann. Jan. 29.

Actions

■ WPOM(AM), Rivera Beach, Fla.—Riviera Broadcasting Corp. Dismissed application for assignment of license to L. J. Communications, Inc. Action Jan. 23.

■ WEVD(AM) New York (1330 khz, 5 kw)—Granted assignment of license from The Forward Association Inc. to Stuart Epperson and Edward G. Atsinger III for $1.1 million. Seller publishes *Jewish Daily Forward*, Yiddish-language daily newspaper. It also owns WEVD-FM New York. Buyers also owns KMFM-FM San Antonio, Tex., and WEZE(AM) Boston. In addition, Epperson owns WRBS(AM) Chapel Hill, N.C., and WKBA(AM) Vinton (Roanoke), Va., and with his wife, KDFO(FM) Tulsa, Okla. Atsinger also owns KDAR(FM) Oxnard, Calif. Action Jan. 27.

■ KBAL(AM) San Saba, Tex.—Hill Country Broadcasting Inc. Dismissed application for assignment of license to Rocky Horse Broadcasting Inc. Action Jan. 26.

■ KQPD(FM) Ogden, Utah (FM: 101.9 mhz, 96.3 kw; ant. 39 ft.) granted assignment of license from R.C. Mohr (50%) and D.C. McIntyre (50%) to Wireless Associates for $1.15 million. Sellers have no other broadcasts interests. Buyer is owned by seven individuals, four who own voting interests: C.T. Robinson, William Moyes and Michael Hesser (18.4% each) and Robert Magruder (10%). They also have interests in KVOR(AM)-KSPZ(FM) Colorado Springs; KQED(AM)-KZZX(FM) Albuquerque, N.M., and KFYE(FM) Fresno, Calif., and are waiting FCC approval on purchase of KTLS (FM) Oklahoma City. Action Jan. 23.

The information specialists at Phillips Petroleum will help you. Call us.

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PHILLIPS 66

BARTLESVILLE, OKLAHOMA 74004

■ KOAI-TV Flagstaff, Ariz. (ch. 4, 35 kw vis, 15.6 kw aur, ant. 3610 ft.)—Granted transfer of control of Grand Canyon Television Inc. from shareholders (100% before; 20% after) to Capitol Broadcasting Corp. (none before; 80% after). Consideration: $1.4 million. Principals: Seller is Wendell Elliott, Jr. et al. He also owns 14.6% of KULY(AM) Ulysses, Kan. Buyer: Mississippi Publishers Corp. and Standard Life Insurance are principal owners of Capitol; Owens Alexander is president. Capitol owns KKTV-TV Colorado Springs; WSLI(AM), WJFR(FM), and WJTV-TV, all Jackson, Miss. Action Jan. 7.

Facilities Changes

AM applications

■ KSXO(AM) Redding, Calif.—Seeks CP to increase D power to 5 kw. Ann. Jan. 28.

■ KYSN(AM) Colorado Springs, Colo.—Seeks CP to increase D power to 5 kw, DA-N and change TL, SL & RC. Ann. Jan. 28.

■ WMVG(AM) Milledgeville, Ga.—Seeks CP to increase ant. height and change TPO. Ann. Jan. 23.

■ WQTV-TV St. Josephs, Mo.—Seeks CP to change ERP to 100 kw; change TL to Oak Mills Rd; change type of trans. and HAAT to 2,000 ft. Ann. Jan. 23.

■ KCBN(AM) Reno—Seeks mod. of CP to change type of ant. and ant. current. Ann. Jan. 23.

■ WTHE(AM) Mineola, N.Y.—Seeks CP to make changes in ant. sys., change TL to 150 ft. E. of the termination of 2nd St. and 61 Liberty Ave. Ann. Jan. 23.

■ WACK(AM) Newark, N.Y.—Seeks CP to increase D power to 5 kw and install DA-2. Ann. Jan. 28.

■ WOLD(AM) Maion, Va.—Seeks CP to increase power to 5 kw. Ann. Jan. 23.

■ KWIQ(AM) Moses Lake, Wash.—Seeks CP to change freq. from 1260 khz to 1020 khz; increase power to 5 kw and change SL. Ann. Jan. 23.

■ WAWA(AM) West Allis, Wis.—Seeks CP to change hours of operation to U by adding N service with 2.5 kw; increase D power to 5 kw; install DA-2; change freq. from 1590 khz to 1200 khz and make changes in ant. sys. Ann. Jan. 23.

FM applications

■ WCKS(FM) Cocoa Beach, Fla.—Seeks CP to relocate TL and increase HAAT to 1482 ft.; change type of trans. and change ant. sys. Ann. Jan. 23.

■ WMVG(FM) Milledgeville, Ga.—Seeks CP to change type ant.; increase HAAT to 300 ft.; change TPO. Ann. Jan. 23.

■ *WTDR(FM) Detroit—Seeks CP to make changes in ant. sys.; change type of trans; change type of ant. and TPO. Ann. Jan. 23.

■ WGAT(FM) Gate City, Va.—Seeks CP to change name to: Radio Station WKIN Inc.; change TL; decrease HAAT and change ant. sys. Jan. 23.

■ *WMUL(FM) Huntington, WVa.—Seeks CP to make change in ant. sys. and increase HAAT. Ann. Jan. 23.

■ KTAK(FM) Riverton, Wyo.—Seeks CP to change freq. to 93.3 mhz; change TL 24 miles S.E. of Riverton; increase ERP to 50 kw; HAAT to 950 ft.; make changes in type of trans. and ant. sys. Ann. Jan. 23.

TV applications

■ KMUV-TV Sacramento, Calif.—Seeks CP to change ERP to 1963 kw vis. and 196.3 kw aur.; make changes in type trans. and ant. sys.; change HAAT to 1024 ft. Ann. Jan. 23.

■ WKSTS-TV San Jose, Calif.—Seeks CP to operate trans. by RC from 2349 Bering Dr., San Jose. Ann. Jan. 23.

■ WKPI-TV Pikesville, Ky.—Seeks authority to operate trans. by RC from 1.6 miles E. of Morehead. Ann. Jan. 23.

■ KLPB-TV Alexandria, La.—Seeks mod. of CP to change ERP to 2090 kw vis., 209 kw aur.; change HAAT to 1210 ft. Ann. Jan. 23.

■ WTVG-TV Toledo, Ohio—Seeks authority to operate trans. by RC from 136 Huron St., Toledo. Ann. Jan. 23.

■ KCPQ-TV Tacoma, Wash.—Seeks authority to operate trans. by RC from 4400 Steilacoom Blvd., Tacoma. Ann. Jan. 23.

■ WEBC(AM) Duluth, Minn.—Midwest Radio of Duluth, Inc. Granted request for waiver of rules to identify as: WEBC Duluth-Superior, Minn. Action Jan. 19.

FM actions

■ WAIV(FM) Jacksonville, Fla.—Rounsaville of Jacksonville Inc. granted mod. of CP to make changes in ant. sys.; change TL to Newton at Duval Street, Jacksonville; change type trans. and ant.; increase ant. height 920 ft., and change TPO. Action Jan. 23.

■ WQXI(FM) Smyrna, Ga.—Jefferson-Pilot Broadcasting Co. granted CP to install new aux. ant. to be located at main ant. location, to be operated on ERP 18 kw; ant. height 950 ft., and change TPO. Action Jan. 23.

■ KDUK(FM) Honolulu, Haw.—Sudbrink Broadcasting of Hawaii granted CP to make changes in ant. system; decrease ERP 83 kw; increase ant. height 46 ft., and change TPO. Action Jan. 23.

■ KHOM(FM) Houma, La.—La Terr Broadcasting Corp. granted CP to change type trans., increase ERP 100 kw, ant. height 430 ft., and change TPO. Action Jan. 21.

■ WHUE(FM) Boston, Mass.—GCC Communications of Boston Inc. granted CP to change TL to: John Hancock Tower, Boston; to be operated on ERP 6.6 kw; ant. height 760 ft., and change TPO. Action Jan. 23.

■ KYBS(FM) Livington, Mont.—Yellowstone Broadcast Services Inc. granted CP to change freq. to 97.5 mhz; make changes in ant. sys.; change TL to Atop Bozeman Pass; change studio and remote control location to 108 N. Main Street, Livington; change type trans and ant.; increase ERP 100 kw; increase antenna

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV	518	1	0	519	9	528
VHF	234	0	0	234	92	326
UHF	101	1	4	106	6	112
Educational TV	155	2	5	162	15	177
VHF	1,008	4	9	1,019	122	1,143
UHF	345	0	0	345	181	526
Total TV	2,525	0	0	2,524	252	2,826
FM Translators	1,389	0	0	1,389	478	1,867
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1860

*Special temporary authorization

**Includes off-air licenses